



HIGH POINT MARKET AUTHORITY

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August 31, 2020

Madison Lahey  
Kristine Leggett  
Katherine Tamer  
Fiscal Research Division  
[Madison.lahey@ncleg.net](mailto:Madison.lahey@ncleg.net)  
[Kristine.Leggett@ncleg.net](mailto:Kristine.Leggett@ncleg.net)  
[Katherine.Tamer@ncleg.net](mailto:Katherine.Tamer@ncleg.net)

Dear Ms Lahey, Ms. Leggett and Ms. Tamer,

Please find the fiscal year 2019-2020 annual report for High Point Market Authority attached. I have attached High Point Market's FY 2018--2019 audit as our FY 2019-2020 audit is still in progress with an estimated completion date of 10/15/20. I will forward a copy for your files when received.

Thank you for the past and present support of High Point Market Authority. The funds received are crucial to our budget and enables us to continue to grow, strengthen and promote High Point Market, the State of North Carolina's largest economic impactor. This report certifies that State financial assistance received or held was used for the purposes for which it is awarded.

If you have any questions, please don't hesitate to contact me at [tammy@highpointmarket.org](mailto:tammy@highpointmarket.org) or 336.888.3222.

Sincerely,

Tammy C. Nagem  
Chief Operating Officer

**High Point International Furnishings Market Authority (d/b/a High Point Market Authority)**

FY2018-19 High Point Market Activities, Objectives and Accomplishments; Itemized Expenditures & Funding Sources

Citation of Law or Resolution: Session Law 2017-57  
Section Number: Section 6.4 and 15A.2

Receiving entities:  
The Joint Oversight Committee on ANER  
Chairs of the Senate Appropriations Committee on ANER  
NC Department of Commerce Fiscal Management Division

Chairs of the House Appropriations on AGNER  
Fiscal Research Division

Submitting entity: High Point Market Authority





Founded in 1909 in High Point, NC, the High Point Market was formed to provide the region's furniture makers and retailers with a convenient venue to conduct business. Today, the home furnishings industry is far different from the small, regionalized sector of the economy it was over 100 years ago – and High Point Market has grown right along with it, becoming the largest, most well-known, and most important furnishings industry trade show in the world. With 12 million square feet of showroom space, the market has a \$6.73 billion annual impact on the state of North Carolina. Here are some leading facts about the High Point Market.

## **ECONOMIC IMPACT OF THE HIGH POINT MARKET**

The funding that we receive from the state of North Carolina is an investment that yields an incredible return for the state itself, as evidenced by the recent findings of the Duke University Study, released in January 2019:

- It is North Carolina's biggest economic event and represents 1.3% of the total gross state product (GSP) with an annual impact of over \$6.73 billion. This includes \$616 million in tax revenue across all levels of government, \$202 million of that at the state and local levels.
- \$2.9 million investment (funding from NCDOT and NCDOC) generates an ROI of more than \$40 million in state tax dollars, through sales tax from hotels, restaurants, goods and services used by our 150,000 visitors each year.
- The High Point Market also utilizes the support of the local city and county governments, as well as showroom tax from the approximately 2,000 exhibitors. The City of High Point contributes \$1 million annually, Guilford County contributes \$75,000 annually, and Market exhibitors have also contributed \$1.5 million each year through a self-taxing stream.
- The Market supports a total of 42,427 jobs across all the industry sectors stimulated. Of the 25,014 direct jobs created by Market related activities, the largest share accrues to manufacturing and related sectors (i.e. distribution, accessories).

The 2019 study represented a \$1.34 million increase in annual economic impact from the 2013 study. The study focused only on economic impactors directly connected to High Point Market, not the home furnishings industry as a whole. The study area is defined as all counties within the 75-mile radius from downtown High Point, which included 22 counties in North Carolina and 8 counties in Virginia.

Due to the ongoing pandemic and the rippling economic impacts it is having, funding for the 2019-20 fiscal year changed somewhat from the report's numbers listed above. Due to a budget shortfall, the City of High Point reduced our funding by \$300,000. On the flip side, thanks to the efforts of the Market Authority staff and certain elected officials, Guilford County increased their funding support from \$75,000 to \$125,000 beginning with this fiscal year.

## HIGH POINT MARKET BY THE NUMBERS

- Market brings approximately 150,000 people from over 100 countries to High Point every year, all of whom contribute to the local economy through hotels, car rentals, restaurants, retail stores, taxis, home rentals, caterers, musicians, and more.
- This single event has the largest concentration of international visitors of any event in the state in a one-week period.
- The Market district includes 180 buildings and 12 million square feet of showroom space.
- There are approximately 2,000 exhibitors, showcasing tens of thousands of products every April and October.
- The High Point Market has been a stable force in North Carolina for 110 years and is truly the world's home for home furnishings.

While the Fall 2019 High Point Market was executed as planned, reflecting the numbers above, the Spring 2020 Market was, sadly, postponed and then later canceled due to the ongoing global COVID-19 pandemic. Prior to 2020, Market had not been canceled since WW II, the only other time in its history that this has occurred.

## THE MARKET AUTHORITY'S ROLE

The High Point Market Authority is the official sponsor and organizer of High Point Market and represents all Market constituents. The Market Authority oversees:

- Transportation – Including over 330,000 rides annually for participating guests, using over 70 vehicles and providing service to 5 cities, 4 counties, and 3 airports (GSO, RDU, CLT). Half of all Market guests who fly arrive in Raleigh or Charlotte. Transportation has gone from the Market's number one complaint to one of its biggest assets.
- Registration – The Market Authority handles registration for all Market attendees, including buyers, exhibitors, press and industry members from over 100 countries, as well as students from universities across the East Coast. Market averages 75,000 registrants each April and October in a typical year.
- Website – The Market Authority runs the official Market website, [www.highpointmarket.org](http://www.highpointmarket.org), which provides online registration, accommodation reservations, exhibitor listings, event calendar, social media tools, and more. The website is continually being updated and improved, and includes microsites for exhibitors and the press. Traffic on the site has continued to grow; during peak months, the website will receive hundreds of thousands of unique pageviews.
- Marketing – The Market Authority promotes the Market to the world through advertising, direct mail, email, press releases, social media, telemarketing, and video. During Market, the Market Authority also runs the media center, MediaLink, which is visited by an average of 500 members of the press from print, broadcast and online sources, as well as the International Buyers Center, a business center for our international visitors. We also have partnered with the North Carolina Department of Tourism to develop programs that promote North Carolina as a tourism destination to business travelers who wish to extend their stay before and after Market.
- Onsite Services – High Point Market Authority provides info booths throughout the downtown High Point area to assist Market attendees with any questions and to distribute marketing materials such as printed guides and maps. Over 18,000 Market

attendees were helped with this program this year. We are also continuing to offer a pop-up that began in the spring of 2018 called “The Point” to serve as more in-depth access point for Market information as well as networking and educational programming.

- Staff – Eleven year-round staff members, plus 200+ part-time, temporary workers during Market. Market facilities include information booths, The Point pop-up, center stage area, seminars, food & beverage, International Buyers Center and MediaLink. These are all leased structures. No State funds are used for Market Authority staff or payroll.

## **FISCAL YEAR 2019-2020 PROGRAMS AND ACCOMPLISHMENTS**

All of North Carolina Department of Commerce Funding is used to promote and market the High Point Market. The following is a summary of the marketing program activities, objectives, and accomplishments of the High Point Market in FY 2019-2020.

### **MARKETING GOALS AND OBJECTIVES**

- Solidify the High Point Market brand. The High Point Market brand is well-known internationally. In fact, our marketing outreach has strengthened the brand to such an extent that the top 98 out of 100 keyword searches for the market include the words “High Point.”
- Increase attendance. The primary goal of the High Point Market Authority is to attract more buyers. To achieve that:

High Point Market Authority continues to adapt its communication strategy and update the channels and outlets used. Our website is mobile-friendly and new updates are continually being made to our app. Our email communications continue to be refined with targeted messages. We are present and active on all the leading social media channels, interacting with our community and reaching new contacts, as well as developing channel-specific content to be the most effective. The High Point Market app continues to be a useful tool for those planning ahead or needing to access info quickly on the go.

We continue to fine tune our matrix-style rating system to track attendance behaviors of individual buyers, which we are using to target messaging and outreach. Since this system allows us to monitor consistency and frequency of attendance, we are able to know which profiles are attending consistently, which profiles need the extra encouragement, and which profiles are in danger of becoming disengaged. This also allows us to set specific goals in terms of improving the ratings of the profiles in our database.

Tours led by well-known industry experts and partners have proven to be a popular and effective tool for new buyer recruitment and buyer retention. Therefore, we have continued to seek opportunities for this type of programming, implementing several different types of new buyer tours, promoting at-Market tours sponsored by building owners or industry partners, and supporting buyer tours developed by industry associations. These have been temporarily halted due to COVID-19, but we are hopeful they can resume in this next 2020-21 fiscal year.

Our current target population includes prospects who have come to Market in the past but have not returned for several Market cycles as well as the small-medium size retailer whose presence has been diminished due to the current economic climate. Our targeting includes geo-specific prospects that are able to drive to Market while also continuing to target retailers and designers from the West Coast, the North East, South Central and Southwest states. Internationally we are targeting designers and buyers in China, South and Latin America, Russia, and Canada.

Expanded partnerships with other industry associations have given us better marketing lists and updated information about our key buyers, as well as new retailers and designers entering the Market.

		<b>NCDOT REPORT SUMMARY</b>			
			<b>FY 2019-2020</b>		
<b>DATE</b>	<b>INVOICE #</b>	<b>VENDOR</b>	<b>AMOUNT</b>	<b>REPORT Q</b>	<b>ITEM</b>
<b>Quarter 1</b>					
<b>7/1/2019 - 9/30/2019</b>					
7/1/19	1316	Brand Communications	\$ 3,675.00	1	Monthly Retainer
8/1/19	1324	Brand Communications	\$ 3,675.00	1	Monthly Retainer
9/2/19	1330	Brand Communications	\$ 3,675.00	1	Monthly Retainer
9/20/19	13434	Skookum	\$ 50,000.00	1	Wayfinder App Updates & New Features
7/31/19	87806	Emisare	\$ 4,342.50	1	Marketing Planning & Communications F19
7/31/19	87807	Emisare	\$ 10,670.00	1	Media Domestic F19
7/31/19	87808	Emisare	\$ 3,412.50	1	Campaign Management & Coordination F19
7/31/19	87809	Emisare	\$ 13,279.88	1	Email Marketing F19
7/31/19	87810	Emisare	\$ 9,375.00	1	Web Updates F19
7/31/19	87811	Emisare	\$ 3,900.00	1	Web Updates F19
7/31/19	87812	Emisare	\$ 3,750.00	1	Web Updates F19
7/31/19	87813	Emisare	\$ 915.00	1	Web Updates F19
7/31/19	87814	Emisare	\$ 875.00	1	List Management & Mailing Lists F19
7/31/19	87815	Emisare	\$ 1,125.00	1	Social Media Updates F19
7/31/19	87816	Emisare	\$ 1,375.00	1	Mobile App Development F19
7/31/19	87817	Emisare	\$ 912.50	1	Zeta/Boomtrain Implementation & Testing F19
7/31/19	87818	Emisare	\$ 35.00	1	Exhibitor Web Banner Program F19
7/31/19	87819	Emisare	\$ 1,375.00	1	Data Modeling F19
7/31/19	87820	Emisare	\$ 461.37	1	DM to Award Show Honorees F19
7/31/19	87821	Emisare	\$ 1,456.92	1	Exhibitor Outreach Program F19
7/31/19	87822	Emisare	\$ 4,655.20	1	DM Registration-Dom Stocking & Non-stocking F19
7/31/19	87823	Emisare	\$ 5,457.07	1	DM Registration-Dom Stocking & Non-stocking F19
7/31/19	87824	Emisare	\$ 9,856.01	1	DM Registration-Dom Stocking & Non-stocking F19
7/31/19	87825	Emisare	\$ 13,259.57	1	DM Registration-Dom Stocking & Non-stocking F19
7/31/19	87826	Emisare	\$ 458.96	1	DM Press Post Card F19
7/31/19	87827	Emisare	\$ 237.86	1	Hospitality Greenbook Mailer & Signs F19
7/31/19	87828	Emisare	\$ 2,350.00	1	Partnership Program admin F19
7/31/19	87829	Emisare	\$ 648.75	1	What's New/New Products Program F19
7/31/19	87830	Emisare	\$ 1,697.50	1	Digital,Social,Retargeter Display ads F19
7/31/19	87831	Emisare	\$ 262.50	1	Telemarketing Attendance F19
7/31/19	87832	Emisare	\$ 438.75	1	Telemarketing Registration F19
7/31/19	87833	Emisare	\$ 1,100.00	1	Campaign Data analysis & Reporting F19
7/31/19	87834	Emisare	\$ 3,432.50	1	Hospitality Outreach
7/31/19	87835	Emisare	\$ 1,303.75	1	Future of Home Program Dev & Conf Sponsorship F19
7/31/19	87836	Emisare	\$ 1,500.00	1	Tagline Dev Brand Guidelines & Registration Mark F19
7/31/19	87837	Emisare	\$ 4,189.94	1	Creative Development & New Tagline Development F19
7/31/19	87838	Emisare	\$ 1,309.97	1	Ad Campaign Expenses F19
7/31/19	87839	Emisare	\$ 299.12	1	DM to Award Show Honorees F19
7/31/19	87840	Emisare	\$ 3,261.06	1	Exhibitor Outreach Program F19
7/31/19	87841	Emisare	\$ 13,881.68	1	DM Registration Cards F19
7/31/19	87842	Emisare	\$ 1,256.03	1	DM Press Post Card F19
7/31/19	87843	Emisare	\$ 1,054.16	1	Video Strategy Video Updates F19
7/31/19	87844	Emisare	\$ 937.89	1	Hospitality Greenbook Mailer & Signs F19
8/31/19	87845	Emisare	\$ 628.49	1	Style Spotters Program Web & Collateral F19
7/31/19	87846	Emisare	\$ 440.34	1	Eats & Beats with Logo Dev F19
8/31/19	87852	Emisare	\$ 4,662.50	1	Marketing Planning & Communications F19
8/31/19	87853	Emisare	\$ 15,890.00	1	Media Domestic F19
8/31/19	87854	Emisare	\$ 3,916.25	1	Campaign Management & Coordination F19
8/31/19	87855	Emisare	\$ 15,892.46	1	Email Marketing F19
8/31/19	87856	Emisare	\$ 11,690.00	1	Web Updates F19
8/31/19	87857	Emisare	\$ 3,750.00	1	Web Updates F19
8/31/19	87858	Emisare	\$ 4,865.00	1	Web Updates F19
8/31/19	87859	Emisare	\$ 2,100.00	1	Web Updates F19
8/31/19	87860	Emisare	\$ 912.50	1	List Management & Mailing Lists F19
8/31/19	87861	Emisare	\$ 1,125.00	1	Social Media Updates F19
8/31/19	87862	Emisare	\$ 2,812.50	1	Mobile App Development F19
8/31/19	87863	Emisare	\$ 875.00	1	Zeta/Boomtrain Implementation & Testing F19

<u>DATE</u>	<u>INVOICE #</u>	<u>VENDOR</u>	<u>AMOUNT</u>	<u>REPORT Q</u>	<u>ITEM</u>
8/31/19	87864	Emisare	\$ 1,050.00	1	Data Modeling F19
8/31/19	87865	Emisare	\$ 2,350.00	1	Partnership Program admin F19
8/31/19	87866	Emisare	\$ 1,265.00	1	What's New /New Products Program F19
8/31/19	87868	Emisare	\$ 712.50	1	Telemarketing Attendance F19
8/31/19	87869	Emisare	\$ 843.75	1	Telemarketing Registration F19
8/31/19	87870	Emisare	\$ 1,175.00	1	Campaign Data analysis & Reporting F19
8/31/19	87871	Emisare	\$ 3,911.25	1	Hospitality Outreach
8/31/19	87872	Emisare	\$ 750.00	1	Feathr Implementation F19
8/31/19	87873	Emisare	\$ 750.00	1	Future of Home: Rationale & Budget Considerations F19
8/31/19	87874	Emisare	\$ 1,627.50	1	Future of Home Dev & Conf Sponsorship F19
8/31/19	87875	Emisare	\$ 1,331.25	1	Tagline Dev Brand Guidelines & Registration Mark F19
8/31/19	87876	Emisare	\$ 1,581.25	1	Government ROI Sheet & Econ Analysis F19
8/31/19	87878	Emisare	\$ 6,138.13	1	Creative Development & New Tagline Development F19
8/31/19	87879	Emisare	\$ 1,419.78	1	Ad Campaign Expenses F19
8/31/19	87880	Emisare	\$ 1,078.18	1	Exhibitor Outreach Program F19
8/31/19	87881	Emisare	\$ 733.91	1	DM Registration Cards F19
8/31/19	87882	Emisare	\$ 960.75	1	Video Strategy Video Updates F19
8/31/19	87883	Emisare	\$ 871.35	1	Style Spotters Program Web & Collateral F19
8/31/19	87884	Emisare	\$ 1,601.25	1	Eats & Beats with Logo Dev F19
8/31/19	87885	Emisare	\$ 916.72	1	Export Directory/Ads F19
8/31/19	87886	Emisare	\$ 166.84	1	Future of Home Program Dev & Conf Sponsorship F19
9/30/19	87895	Emisare	\$ 1,752.47	1	Oct/Nov/Dec '19 Web Apps Hosting & Related
9/30/19	87896	Emisare	\$ 4,582.50	1	Marketing Planning & Communications F19
9/30/19	87897	Emisare	\$ 4,625.00	1	Media-Domestic F19
9/30/19	87898	Emisare	\$ 3,750.00	1	Campaign Management & Coordination F19
9/30/19	87899	Emisare	\$ 13,929.02	1	Email Marketing F19
9/30/19	87924	Emisare	\$ 28,683.89	1	Market Field Guide with Map F19
7/1/19	254017	Cision	\$ 16,410.00	1	List Conversion
8/2/19	2019138	Sharp Pursuits	\$ 1,498.77	1	AV production Fees
9/5/19	2019157	Sharp Pursuits	\$ 2,594.03	1	AV production Fees
7/31/19	13535EXP	Skookum	\$ 272.55	1	Travel Expenses
5/31/19	13588EXP	Skookum	\$ 100.74	1	Travel Expenses
9/30/19	13656EXP	Skookum	\$ 395.03	1	Travel Expenses
8/22/19	2019-Ham	Inspire Design	\$ 30,000.00	1	Ham Fall Event
7/6/19	HP-0619-03BS	Brand Stream	\$ 3,700.00	1	Travel & Expenses for Scott Bedbury
9/3/19	5010	ART	\$ 2,750.00	1	Yearly Membership Dues
9/19/19	1044	ASID	\$ 15,000.00	1	Sponsorship F19
8/31/19	87867	Emisare	\$ 1,862.50	1	Digital,Social,Retargeter Display ads F19
9/30/19	87900	Emisare	\$ 13,862.50	1	Web Updates F19
9/30/19	87914	Emisare	\$ 343.75	1	Telemarketing Registration F19
9/30/19	87903	Emisare	\$ 875.00	1	List Management and Mailing Lists
<b>Total First Quarter</b>			<b>\$ 438,916.14</b>		
<b>Quarter 2</b>					
<b>October 1, 2019 - December 31, 2019</b>					
10/31/19	13705	Skookum	\$ 640.80	2	Travel Expenses
10/25/19	13659	Skookum	\$ 7,000.00	2	Product Support
10/10/19	13658	Skookum	\$ 7,000.00	2	Product Support
10/31/19	103119	JC Williams	\$ 775.00	2	Electrical Technician Support to set up promotional facility
10/7/19	100719	JC Williams	\$ 67,500.00	2	Production Artist and Related
12/2/19	1358	Brand Communications	\$ 3,675.00	2	Monthly Retainer Fee
11/1/19	1351	Brand Communications	\$ 3,675.00	2	Monthly Retainer Fee
10/1/19	1336	Brand Communications	\$ 3,675.00	2	Monthly Retainer Fee
10/31/19	87945	Emisare	\$ 1,667.42	2	Media-Domestic F19
10/31/19	87946	Emisare	\$ 3,286.25	2	Campaign Management & Coordination F19
10/31/19	87947	Emisare	\$ 15,614.87	2	Email Marketing F19
10/31/19	87948	Emisare	\$ 3,612.12	2	Email Marketing F19
10/31/19	87949	Emisare	\$ 15,912.50	2	Web Updates F19
10/31/19	87950	Emisare	\$ 3,795.00	2	Web Updates S20
10/31/19	87951	Emisare	\$ 2,550.00	2	Web Updates F19
10/31/19	87952	Emisare	\$ 1,612.50	2	Web Updates F19
10/31/19	87953	Emisare	\$ 900.00	2	List Management & Mailing Lists F19

<u>DATE</u>	<u>INVOICE #</u>	<u>VENDOR</u>	<u>AMOUNT</u>	<u>REPORT Q</u>	<u>ITEM</u>
10/31/19	87954	Emisare	\$ 1,125.00	2	Social Media Updates F19
10/31/19	87955	Emisare	\$ 2,912.50	2	Mobile App Development F19
10/31/19	87956	Emisare	\$ 1,692.25	2	Active Campaign Implementation & Testing S20
10/31/19	87958	Emisare	\$ 875.00	2	Data Modeling F19
10/31/19	87959	Emisare	\$ 380.00	2	Exhibitor Web Banner Program F19
10/31/19	87960	Emisare	\$ 2,350.00	2	Partnership program Admin F19
10/31/19	87961	Emisare	\$ 828.75	2	What's New/New Products Program F19
10/31/19	87962	Emisare	\$ 1,547.50	2	Digital, Social, Retargeter, Display Ads F19
10/31/19	87963	Emisare	\$ 500.00	2	Telemarketing Attendance F19
10/31/19	87964	Emisare	\$ 412.50	2	Telemarketing Registration F19
10/31/19	87965	Emisare	\$ 907.50	2	Campaign Data analysis & Reporting F19
10/31/19	87966	Emisare	\$ 5,773.50	2	Hospitality Outreach
10/31/19	87967	Emisare	\$ 725.00	2	Feathr Implementation F19
10/31/19	87968	Emisare	\$ 1,037.50	2	Future of Home Rationale & Budget Considerations F19
10/31/19	87969	Emisare	\$ 2,357.21	2	Future of Home Program Dev & Conf Sponsorship F19
10/31/19	87970	Emisare	\$ 1,308.75	2	Government ROI sheet & Econ Impact Analysis F19
10/31/19	87971	Emisare	\$ 412.50	2	Title Sponsorship Development F19
10/31/19	87972	Emisare	\$ 533.75	2	Creative Development & New Tagline Development F19
10/31/19	87973	Emisare	\$ 1,579.21	2	Ad Campaign Expenses F19
10/31/19	87975	Emisare	\$ 1,053.93	2	IBC Cards F19
10/31/19	87976	Emisare	\$ 5,081.64	2	Pop-Up Activations F19
10/31/19	87977	Emisare	\$ 6,671.36	2	MyMarket App Promotion F19
10/31/19	87978	Emisare	\$ 1,777.18	2	Airport Marketing F19
10/31/19	87979	Emisare	\$ 12,996.81	2	Video Strategy Video Updates F19
10/31/19	87980	Emisare	\$ 8,106.78	2	Hospitality Greenbook Mailer Directory & Signs F19
10/31/19	87981	Emisare	\$ 1,250.31	2	Marketing Overview & Budget analysis F19
10/31/19	87982	Emisare	\$ 3,798.21	2	Commerce Street & Neighborhood Banners F19
10/31/19	87983	Emisare	\$ 2,215.06	2	Transportation Services Graphics F19
10/31/19	87984	Emisare	\$ 968.76	2	Style Spotters Program Web & collateral F19
10/31/19	87985	Emisare	\$ 792.62	2	ROI Handout
10/31/19	87986	Emisare	\$ 8,162.81	2	Eats & Beats Logi & Collateral F19
10/31/19	87987	Emisare	\$ 4,406.19	2	Misc at Market Signs F19
10/31/19	87966	Emisare	\$ 12,623.19	2	Photography F19 Campaign Shot During F19
10/31/19	87989	Emisare	\$ 1,122.59	2	Food Location Card F19
11/30/19	88001	Emisare	\$ 2,550.00	2	Marketing Planning & Communications F19
11/30/19	88002	Emisare	\$ 3,975.00	2	Marketing Planning & Communications F19
11/30/19	88003	Emisare	\$ 375.00	2	Media-Domestic F19
11/30/19	88004	Emisare	\$ 500.00	2	Media-Domestic F19
11/30/19	88005	Emisare	\$ 3,012.50	2	Campaign Management & Coordination F19
11/30/19	88006	Emisare	\$ 3,328.75	2	Campaign Management & Coordination F19
11/30/19	88008	Emisare	\$ 7,020.00	2	Email Marketing S20
11/30/19	88009	Emisare	\$ 3,957.50	2	Web Updates F19
11/30/19	88010	Emisare	\$ 1,375.00	2	Web Updates F19
11/30/19	88011	Emisare	\$ 1,457.50	2	Web Updates F19
11/30/19	88012	Emisare	\$ 2,450.00	2	Web Updates F19
11/30/19	88013	Emisare	\$ 15,718.75	2	Web Updates S20
11/30/19	88014	Emisare	\$ 967.50	2	List Management & Mailing Lists S20
11/30/19	88015	Emisare	\$ 1,125.00	2	Social Media Updates S20
11/30/19	88016	Emisare	\$ 2,212.50	2	Mobile App Development F19
11/30/19	88017	Emisare	\$ 4,537.50	2	Active Campaign Implementation & Testing S20
11/30/19	88018	Emisare	\$ 183.75	2	Exhibitor Web Banner Program S20
11/30/19	88019	Emisare	\$ 1,962.50	2	Data Modeling S20
11/30/19	88020	Emisare	\$ 1,265.00	2	Market Sponsorship Program S20
11/30/19	88021	Emisare	\$ 2,350.00	2	Partnership Program Admin S20
11/30/19	88022	Emisare	\$ 1,712.50	2	Digital, Social, Retargeter, Display Ads S20
11/30/19	88023	Emisare	\$ 4,348.75	2	Style Report Spring/Fall F19
11/30/19	88024	Emisare	\$ 1,857.50	2	Campaign Data analysis & Reporting S20
11/30/19	88025	Emisare	\$ 625.00	2	Feathr Implementation S20
11/30/19	88026	Emisare	\$ 912.50	2	Future of Home Program Dev & Conf Sponsorship S20
11/30/19	88027	Emisare	\$ 2,437.50	2	Government ROI sheet & Econ Impact Analysis F19
11/30/19	88028	Emisare	\$ 1,623.70	2	Murrow's Transfer
11/30/19	88029	Emisare	\$ 10,474.84	2	Creative Development S20
11/30/19	88030	Emisare	\$ 320.25	2	Ad Campaign Expenses F19
11/30/19	88031	Emisare	\$ 637.91	2	Ad Campaign Expenses S20
11/30/19	88032	Emisare	\$ 584.46	2	Video Strategy Video Updates S20
11/30/19	88033	Emisare	\$ 720.56	2	Marketing Overview & Budget analysis S20



DATE	INVOICE #	VENDOR	AMOUNT	REPORT Q	ITEM
11/30/19	88034	Emisare	\$ 1,790.45	2	Murrow's Transfer
10/31/19	87991	Emisare	\$ 14,513.14	2	Medialink Development Design & Graphics
12/31/19	88041	Emisare	\$ 1,642.47	2	Jan/Feb/Mar 20 Web apps Hosting & Related
12/31/19	88042	Emisare	\$ 3,000.00	2	Marketing Planning & Communications S20
12/31/19	88043	Emisare	\$ 20,375.00	2	Media-Domestic S20
12/31/19	88044	Emisare	\$ 2,750.00	2	Campaign Management & Coordination S20
12/31/19	88045	Emisare	\$ 15,912.67	2	Email Marketing S20
12/31/19	88046	Emisare	\$ 13,612.50	2	Web Updates S20
12/31/19	88047	Emisare	\$ 1,150.00	2	Web Updates S20
12/31/19	88049	Emisare	\$ 1,250.00	2	Web Updates S20
12/31/19	88050	Emisare	\$ 1,250.00	2	List Management & Mailing Lists S20
12/31/19	88051	Emisare	\$ 1,125.00	2	Social Media Updates S20
12/31/19	88052	Emisare	\$ 750.00	2	Mobile App Development S20
12/31/19	88053	Emisare	\$ 2,375.00	2	Active Campaign Implementation & Testing S20
12/31/19	88054	Emisare	\$ 1,950.00	2	Data Modeling S20
12/31/19	88055	Emisare	\$ 1,758.78	2	Exhibitor Outreach Program S20
12/31/19	88056	Emisare	\$ 567.50	2	Market Sponsorship Program S20
12/31/19	88057	Emisare	\$ 2,350.00	2	Partnership Program admin S20
12/31/19	88058	Emisare	\$ 1,625.00	2	Digital, Social, Retargeter, Display Ads S20
12/31/19	88059	Emisare	\$ 2,371.25	2	Style Report Spring/Fall F19
12/31/19	88060	Emisare	\$ 1,962.50	2	Campaign Data Analysis & Reporting S20
12/31/19	88061	Emisare	\$ 1,988.25	2	Hospitality Outreach
12/31/19	88062	Emisare	\$ 875.00	2	Feathr Implementation S20
12/31/19	88063	Emisare	\$ 962.50	2	Future of Home Program Dev & Conf Sponsorship S20
12/31/19	88064	Emisare	\$ 1,294.28	2	Government ROI sheet & Econ Impact Analysis F19
12/31/19	88066	Emisare	\$ 555.72	2	Ad Campaign Expenses S20
12/31/19	88067	Emisare	\$ 97.90	2	Business Cards S20
12/31/19	88068	Emisare	\$ 3,141.78	2	Passes Enclosed Envelopes S20
12/31/19	88069	Emisare	\$ 1,227.74	2	DM to award show Honorees S20/F20
12/31/19	88070	Emisare	\$ 1,824.14	2	Exhibitor Outreach Program S20
12/31/19	88071	Emisare	\$ 3,830.99	2	DM Registration Cards S20
12/31/19	88072	Emisare	\$ 712.56	2	Video Strategy Video Updates S20
12/31/19	88073	Emisare	\$ 544.55	2	Press Kit Packing Slips Form S20
Total Second Quarter			\$ 438,893.21		
TOTAL FIRST AND SECOND QUARTERS			\$ 877,809.35		
Third Quarter					
January 1, 2020 - March 30, 2020					
1/23/20	2020002	Sharp Pursuits	\$ 1,104.86	3	Audio/Visual Equipment
2/3/20	2020009	Sharp Pursuits	\$ 2,191.19	3	Ceiling Speakers
1/2/20	1364	Brand Communications	\$ 3,675.00	3	Monthly Retainer for PR Initiatives
2/3/20	1369	Brand Communications	\$ 3,675.00	3	Monthly Retainer for PR Initiatives
3/2/20	1378	Brand Communications	\$ 3,675.00	3	Monthly Retainer for PR Initiatives
2/6/20	88100	Emisare	\$ 3,000.00	3	Marketing Planning & Communications S20
2/6/20	88101	Emisare	\$ 34,640.00	3	Media-Domestic S20
2/6/20	88102	Emisare	\$ 2,750.00	3	Campaign Management & Coordination S20
2/6/20	88103	Emisare	\$ 14,798.50	3	Email Marketing S20
2/6/20	88104	Emisare	\$ 12,612.50	3	Web Updates S20
2/6/20	88105	Emisare	\$ 1,250.00	3	List Management & Mailing Lists S20
2/6/20	88106	Emisare	\$ 1,125.00	3	Social Media Updates S20
2/6/20	88107	Emisare	\$ 750.00	3	Mobile App Development S20
2/6/20	88108	Emisare	\$ 1,875.00	3	Active Campaign Implementation & Testing S20
2/6/20	88109	Emisare	\$ 1,675.00	3	Data Modeling S20
2/6/20	88110	Emisare	\$ 2,350.00	3	Partnership Program Admin S20
2/6/20	88111	Emisare	\$ 762.50	3	What's New/New Products Program S20
2/6/20	88112	Emisare	\$ 1,750.00	3	Digital, Social, Retargeter, Display Ads S20
2/6/20	88113	Emisare	\$ 420.00	3	Telemarketing Attendance S20
2/6/20	88114	Emisare	\$ 262.50	3	Telemarketing Registration S20
2/6/20	88115	Emisare	\$ 1,312.50	3	Campaign Data Analysis & Reporting S20
2/6/20	88116	Emisare	\$ 1,061.25	3	Hospitality Outreach S20
2/6/20	88117	Emisare	\$ 625.00	3	Feathr Implementation S20
2/6/20	88118	Emisare	\$ 812.50	3	Future of Home Program Dev. & Conf. Sponsorship S20
2/6/20	88119	Emisare	\$ 1,685.00	3	Center Stage ( Art of Home) Programming S20
2/6/20	88120	Emisare	\$ 9,761.59	3	Creative Development S20

<u>DATE</u>	<u>INVOICE #</u>	<u>VENDOR</u>	<u>AMOUNT</u>	<u>REPORT Q</u>	<u>ITEM</u>
2/6/20	88121	Emisare	\$ 271.77	3	Ad Campaign Expenses S20
2/6/20	88122	Emisare	\$ 832.27	3	Request for Pass Forms S20
2/6/20	88123	Emisare	\$ 1,270.33	3	DM to Award Show Honorees S20/F20
2/6/20	88124	Emisare	\$ 1,749.37	3	Video Strategy Video Updates S20
2/6/20	88125	Emisare	\$ 215.89	3	Hospitality Save the Date Card S20
2/6/20	88126	Emisare	\$ 9,097.38	3	Market Pass Edits & Printing S20
2/6/20	88127	Emisare	\$ 1,243.64	3	Style Spotters Program Web & Collateral S20
2/29/20	88140	Emisare	\$ 3,900.00	3	Marketing Planning & Communications S20
2/29/20	88141	Emisare	\$ 875.00	3	Media Domestic S20
2/29/20	88142	Emisare	\$ 3,812.50	3	Campaign Management & Coordination S20
2/29/20	88143	Emisare	\$ 13,512.70	3	Email Marketing S20
2/29/20	88144	Emisare	\$ 12,187.50	3	Web Updates S20
2/29/20	88145	Emisare	\$ 2,000.00	3	Web Updates S20
2/29/20	88146	Emisare	\$ 1,375.00	3	List Management & Mailing Lists S20
2/29/20	88147	Emisare	\$ 1,125.00	3	Social Media Updates S20
2/29/20	88148	Emisare	\$ 687.50	3	Mobile App Development S20
2/29/20	88149	Emisare	\$ 1,250.00	3	Active Campaign Implementation & Testing S20
2/29/20	88150	Emisare	\$ 1,600.00	3	Data Modeling S20
2/29/20	88151	Emisare	\$ 637.52	3	DM to Award Show Honorees S20/F20
2/29/20	88152	Emisare	\$ 541.36	3	DM Press Post Card S20
2/29/20	88153	Emisare	\$ 2,350.00	3	Partnership Program Admin S20
2/29/20	88154	Emisare	\$ 625.00	3	What's New/New Products Program S20
2/29/20	88156	Emisare	\$ 300.00	3	Telemarketing Registration S20
2/29/20	88157	Emisare	\$ 1,362.50	3	Campaign Data Analysis & Reporting S20
2/29/20	88158	Emisare	\$ 941.25	3	Hospitality Outreach S20
2/29/20	88159	Emisare	\$ 912.50	3	Feathr Implementation S20
2/29/20	88160	Emisare	\$ 337.50	3	Future of Home Program Dev. & Conf. Sponsorship S20
2/29/20	88161	Emisare	\$ 1,827.50	3	Center Stage ( Art of Home) Programming S20
2/29/20	88162	Emisare	\$ 4,089.86	3	Creative Development S20
2/29/20	88163	Emisare	\$ 396.68	3	Ad Campaign Expenses S20
2/29/20	88164	Emisare	\$ 91.61	3	Business Cards S20
2/29/20	88165	Emisare	\$ 2,923.52	3	DM to Award Show Honorees S20/F20
2/29/20	88166	Emisare	\$ 3,449.36	3	Market Field Guide with Map S20
2/29/20	88167	Emisare	\$ 805.01	3	DM Press Post Card S20
2/29/20	88168	Emisare	\$ 903.37	3	Video Strategy Video Updates S20
2/9/20	88169	Emisare	\$ 324.25	3	Hospitality Save the Date Card S20
2/29/20	88170	Emisare	\$ 1,813.42	3	Style Spotters Program Web & Collateral S20
2/29/20	88171	Emisare	\$ 14,802.13	3	Concert-S20 Landing Page, Posters, Multipurpose Assets
2/5/20	88094	Emisare	\$ 5,140.51	3	DM 02 International Buyers Drop #2 2/24
2/5/20	88095	Emisare	\$ 5,152.53	3	DM Registration-Dom Stocking & Non-Stocking (4 Segments)
2/5/20	88096	Emisare	\$ 6,405.65	3	DM Registration-Dom Stocking & Non-Stocking (4 Segments)
2/5/20	88097	Emisare	\$ 11,188.27	3	DM Registration-Dom Stocking & Non-Stocking (4 Segments)
2/5/20	88098	Emisare	\$ 14,855.64	3	DM Registration-Dom Stocking & Non-Stocking (4 Segments)
2/5/20	88099	Emisare	\$ 6,810.22	3	DM Registration - Domestic Industry (reg fee) S20
2/5/20	88093	Emisare	\$ 16,859.36	3	DM Registration Cards
3/10/20	10650	Deb Barrett	\$ 1,500.00	3	S20 VIP Experience Tour
3/16/20	10652	Deb Barrett	\$ 1,250.00	3	High Point Ambassador
3/1/20	1622	Jackie Von Tobel	\$ 1,500.00	3	S20 VIP Experience Tour
3/1/20	1526	Jackie Von Tobel	\$ 1,250.00	3	High Point Ambassador
1/30/20	2020013001	Indoors	\$ 14,890.00	3	Annual License Fee
2/3/20	6420-2020-0302	ASID	\$ 7,500.00	3	Sponsorship S20
2/24/20	ARA2594727	AIA Solutions	\$ 1,157.00	3	Personalized Tote Bags
3/31/20	88184	Emisare	\$ 3,875.00	3	Marketing Planning & Communications S20
3/31/20	88185	Emisare	\$ 912.50	3	Media-Domestic S20
3/31/20	88186	Emisare	\$ 3,465.00	3	Campaign Management & Coordination S20
3/31/20	88187	Emisare	\$ 23,426.25	3	Email Marketing S20
3/31/20	88188	Emisare	\$ 14,090.00	3	Web Updates S20
3/31/20	88189	Emisare	\$ 2,412.25	3	Web Updates S20
3/31/20	88190	Emisare	\$ 750.00	3	Web Updates S20
3/31/20	88191	Emisare	\$ 1,675.00	3	List Management & Mailing Lists S20
3/31/20	88192	Emisare	\$ 1,125.00	3	Social Media Updates S20
3/31/20	88193	Emisare	\$ 750.00	3	Mobile App Development S20
3/31/20	88194	Emisare	\$ 1,312.50	3	Active Campaign Implementation & Testing S20

<u>DATE</u>	<u>INVOICE #</u>	<u>VENDOR</u>	<u>AMOUNT</u>	<u>REPORT Q</u>	<u>ITEM</u>
3/31/20	88195	Emisare	\$ 760.00	3	Exhibitor Web Banner Program S20
3/31/20	88196	Emisare	\$ 1,812.50	3	Data Modeling S20
3/31/20	88197	Emisare	\$ 405.00	3	Market Sponsorship Program S20
3/31/20	88198	Emisare	\$ 1,020.00	3	Design Blogger Tour & Hub Page S20
3/31/20	88199	Emisare	\$ 2,350.00	3	Partnership Program Admin S20
3/31/20	88200	Emisare	\$ 883.75	3	What's New/New Products Program S20
3/31/20	88201	Emisare	\$ 362.50	3	Telemarketing Registration S20
3/31/20	88202	Emisare	\$ 1,812.50	3	Campaign Data Analysis & Reporting S20
3/31/20	88203	Emisare	\$ 941.25	3	Hospitality Outreach S20
3/31/20	88204	Emisare	\$ 875.00	3	Feathr Implementation S20
3/31/20	88205	Emisare	\$ 1,300.00	3	Future of Home Program Dev. & Conf. Sponsorship S20
3/31/20	88206	Emisare	\$ 867.50	3	Center Stage ( Art of Home) Programming S20
3/31/20	88207	Emisare	\$ 811.25	3	Digital, Social, Retargeter, Display Ads S20
3/31/20	88218	Emisare	\$ 2,242.97	3	Apr/May/June '20 Web Apps Hosting & Related
3/31/20	88208	Emisare	\$ 840.66	3	Creative Development S20
3/31/20	88209	Emisare	\$ 831.53	3	Ad Campaign Expenses S20
3/31/20	88210	Emisare	\$ 4,390.09	3	Market Field Guide with Map S20
3/31/20	88211	Emisare	\$ 533.75	3	Video Strategy Video Updates S20
3/31/20	88212	Emisare	\$ 777.64	3	Winter/Spring Style Report Printing S20
3/31/20	88214	Emisare	\$ 2,068.28	3	Style Spotters Program Web & Collateral S20
3/31/20	88215	Emisare	\$ 1,186.26	3	Export Directory/Ads S20
3/31/20	88216	Emisare	\$ 276.22	3	Design Bloggers Conference Flyer, Card & Brochure S20
3/31/20	88217	Emisare	\$ 14,173.73	3	Concer S20 Landing Page, Posters Multipurpose Assets
1/31/20	34637	Showcare	\$ 16,125.00	3	Registration Related Services
3/18/20	34700	Showcare	\$ 3,360.20	3	Campaign Set Up, Registration by Phone
1/24/20	34635	Showcare	\$ 13,445.00	3	Registration Related Services
3/18/20	34699	Showcare	\$ 5,593.40	3	Campaign Set Up, Registration by Phone
2/29/20	34679	Showcare	\$ 3,572.20	3	Campaign Set Up, Registration by Phone
<b>Total Third Quarter</b>			<b>\$ 438,910.94</b>		
<b>Fourth Quarter</b>					
<b>April 1, 2020 - June 30, 2020</b>					
4/30/20	88258	Emisare	\$ 4,430.13	4	Creative Development F20
4/30/20	88225	Emisare	\$ 4,375.00	4	Marketing Planning & communications S20
4/30/20	88228	Emisare	\$ 12,100.18	4	Email Marketing S20
4/30/20	88229	Emisare	\$ 11,587.50	4	Web Updates S20
4/30/20	88246	Emisare	\$ 600.00	4	Future of Home Rationale& Budget Considerations S20
4/30/20	88253	Emisare	\$ 386.97	4	Video Strategy Video Updates S20
4/30/20	88254	Emisare	\$ 934.06	4	Style Spotters Program & Web Collateral S20
4/30/20	88255	Emisare	\$ 468.37	4	Misc at Market Signs S20
4/30/20	88256	Emisare	\$ 613.81	4	Export Directory/Ads S20
4/30/20	88257	Emisare	\$ 800.63	4	Concert=S20 Landing page, Posters, Multipurpose Assets
5/30/20	88268	Emisare	\$ 266.75	4	Apr/May/Jun 2020 Web Apps Hosting & Related
5/30/20	88269	Emisare	\$ 2,612.50	4	Marketing Planning & Communications S20
5/30/20	88270	Emisare	\$ 250.00	4	Media Domestic S20
5/30/20	88271	Emisare	\$ 1,975.00	4	Campaign Management & Coordination S20
5/30/20	88272	Emisare	\$ 4,012.50	4	Email Marketing S20
5/30/20	88273	Emisare	\$ 5,262.50	4	Web Updates S20
5/30/20	88274	Emisare	\$ 962.50	4	List Management & Mailing Lists S20
5/30/20	88275	Emisare	\$ 1,125.00	4	Social Media Updates S20
5/30/20	88276	Emisare	\$ 612.50	4	Active Campaign Implementation & Testing S20
5/30/20	88277	Emisare	\$ 750.00	4	Data Modeling S20
5/30/20	88278	Emisare	\$ 2,350.00	4	Partnership Program Admin S20
5/30/20	88279	Emisare	\$ 375.00	4	What's New/New Products Program S20
5/30/20	88280	Emisare	\$ 487.50	4	Digital, Social Retargeter, Display Ads S20
5/30/20	88281	Emisare	\$ 987.50	4	Campaign Data Analysis & Reporting S20
5/30/20	88282	Emisare	\$ 1,250.00	4	Future of Home Program Dev & Conf Sponsorship S20
5/30/20	88283	Emisare	\$ 5,363.75	4	HPMA Branding (Logo and Microsite) S20
5/30/20	88285	Emisare	\$ 4,225.00	4	Style Report Fall/Spring S20
5/30/20	88284	Emisare	\$ 309.19	4	Ad Campaign Expenses S20
5/31/20	88286	Emisare	\$ 2,912.50	4	Marketing Planning & communications F20

<u>DATE</u>	<u>INVOICE #</u>	<u>VENDOR</u>	<u>AMOUNT</u>	<u>REPORT Q</u>	<u>ITEM</u>
5/31/20	88287	Emisare	\$ 750.00	4	Media Domestic F20
5/31/20	88288	Emisare	\$ 2,875.00	4	Campaign Management & Coordination F20
5/31/20	88289	Emisare	\$ 3,877.50	4	Email Marketing F20
5/31/20	88290	Emisare	\$ 7,900.00	4	Web Updates F20
5/31/20	88291	Emisare	\$ 925.00	4	List Management & Mailing Lists F20
5/31/20	88292	Emisare	\$ 500.00	4	Mobile App Development F20
5/31/20	88293	Emisare	\$ 962.50	4	Active Campaign Implementation & Testing F20
5/31/20	88294	Emisare	\$ 912.50	4	Data Modeling F20
5/31/20	88295	Emisare	\$ 438.75	4	Market Sponsorship Program F20
5/31/20	88296	Emisare	\$ 750.00	4	Campaign Data Analysis & Reporting F20
5/31/20	88297	Emisare	\$ 1,975.00	4	HPMA Branding (Logo and Microsite) F20
5/31/20	88298	Emisare	\$ 4,403.44	4	Creative Development F20
5/31/20	88299	Emisare	\$ 127.58	4	Ad Campaign Expenses F20
5/31/20	88300	Emisare	\$ 600.47	4	Market Pass Edits & Printing F20
5/30/20	88301	Emisare	\$ 868.68	4	Video Strategy Video Updates F20
5/31/20	88302	Emisare	\$ 867.34	4	Style Spotters Program Web & Collateral F20
4/21/20	88220	Emisare	\$ 1,032.50	4	Media Link Development Design & Graphics S20
4/21/20	88221	Emisare	\$ 176.25	4	IBC/Media Link Guest Pass
4/2/20	1385	Brand Communications	\$ 3,675.00	4	Monthly Retainer April
5/1/20	1390	Brand Communications	\$ 3,675.00	4	Monthly Retainer May
6/1/20	1395	Brand Communications	\$ 3,675.00	4	Monthly Retainer June
5/26/20	34743	Showcare	\$ 34,000.00	4	Registration Segregation
4/30/20	34734	Showcare	\$ 34,620.00	4	Staff Hours for Spring 2020
6/30/20	88308	Emisare	\$ 1,037.50	4	Data Modeling S20
6/30/20	88309	Emisare	\$ 4,225.00	4	Style Report Fall/Spring S20
6/30/20	88312	Emisare	\$ 2,351.96	4	Jul/Aug/Sep 2020 Web Apps Hosting & Related
6/30/20	88313	Emisare	\$ 4,762.50	4	Marketing Planning & Communications F20
6/30/20	88331	Emisare	\$ 2,875.00	4	Campaign Management & Coordination F20
6/30/20	88315	Emisare	\$ 8,862.50	4	Email Marketing F20
6/30/20	88316	Emisare	\$ 13,412.50	4	Web Updates F20
6/30/20	88323	Emisare	\$ 2,350.00	4	Partnership Program Admin F20
6/30/20	88327	Emisare	\$ 8,907.50	4	HPMA Branding (Logo and Microsite F20)
6/30/20	88328	Emisare	\$ 9,474.06	4	Creative Development F20
5/29/20	100032494	Ampac	\$ 570.00	4	Storage fee May 2020
3/23/20	32320	JC Williams	\$ 10,500.00	4	Items for April Spring Market Events
6/1/20	30816	I.T. WORX	\$ 70.25	4	Filtering Services
11/30/20	5838	Boxman Studios	\$ 187,379.09	4	The Point - Design, Engineering and Development
Total 4th Quarter Expenditures			\$ 438,751.71		
Total 3rd and 4th Quarter Expenditures			\$ 877,662.65		
TOTAL FISCAL YEAR EXPENDITURES			\$ 1,755,472.00		